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INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

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of

2

IAP5 Rec'd PTO/PTO 10-FEB-2006
10156770

Application Number	To be assigned
Filing Date	February 10, 2006
First Named Inventor	LAWRENCE KURTZ
Art Unit	To be assigned
Examiner Name	To be assigned

Attorney Docket Number 16580US

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
A1	US- 6,338,043	B1	01-08-2002	MILLER	See attached Int. Search Report
A2	US- 2001/0020236	A1	09-06-2001	CANNON	See attached Int. Search Report
A3	US- 2003/0105660	A1	06-05-2003	WALSH ET AL.	See attached Int. Search Report
A4	US- 2003/0229536	A2	12-11-2003	HOUSE ET AL.	See attached Int. Search Report
A5	US-				
A6	US-				
A7	US-				
A8	US-				
A9	US-				
A10	US-				
A11	US-				
A12	US-				
A13	US-				
A14	US-				
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A17	US-				
A18	US-				
A19	US-				
A20	US-				

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ³ Number ⁴	Kind Code ⁵ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T6
B1	US	WO 02/19058	A2	03-07-2002	FREEADSERVICE.COM	See Int. Sch. Report	
B2							
B3							
B4							
B5							
B6							
B7							
B8							
B9							
B10							

Examiner
Signature

/James Zurita/

Date
Considered

02/22/2010

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INFORMATION DISCLOSURE
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1449B REC'D OCT/10/2006
10 FEB 2006
107567770

Application Number	To be assigned
Filing Date	February 10, 2006
First Named Inventor	LEWIS, Stuart Charles
Art Unit	To be assigned
Examiner Name	To be assigned
Attorney Docket Number	16580US

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	C1	ATUL PHADNIS, <i>Let There Be Optimisers</i> , May 2, 2003, http://web.archive.org/web/20030502181353/www.tamindia.com/optimiser1.htm , pp. 1-4	
	C2	<i>Conference Transcript: Modern Concepts in Media: Optimizers</i> , October 1998 http://www.tvb.org/events/transcripts/981014/981014-opt.asp , pp. 1-20	
	C3	DE MAEYER ET AL., <i>Interactive Media Planning</i> , August 2002 http://www.columbia.edu/~rk35/media_optimizer_2003.pdf , pp. 1-43	
	C4		
	C5		
	C6		
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	C11		

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